



e-Linx

NEWSLETTER

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E-linx is the e-newsletter for The CardLinX Association. For more information or to subscribe go to www.cardlinx.org or email info@cardlinx.org.

CARDLINX STUDY: STRONG STATS ON MERCHANTS, CUSTOMERS, CONVERSION RATES

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Loyalty360 wasn't surprised by the "whopping" results from the most recent CardLinX study, in which we surveyed 50+ companies active in card-linking. Over the past year 95 percent experienced an increase in merchant use and 92 percent in customer use. Advertising conversion rates surpassed 10 percent for 40 percent of the respondents. Overall, nearly a third say card-linked offers are growing at more than 30% annually.



CardLinX Comment: How many more "wins" do we add to "win-win"? CardLinX's Silvio Tavares will present the full findings at the upcoming forum (see box). Robust standards and strategic partnerships are setting the stage for another 12 months of card-linked growth. [Read more >](#)

CardLinX Now

Last call for "From Search to Purchase: Card-Linked Commerce"! Meet and gain insights from new members including BankRate, Simulmedia, Thanks Again, Mogl, and Excentus on April 28 in New York. [Register Now>](#)

Coupons.com Ready with App for Apple Watch Card-Linking

CardLinX member Coupons.com has an app set to go for the Apple Watch launch. It incorporates some of the most popular features from web and mobile including card-linked offers, Coupons.com said in an announcement.

CardLinX Comment: New platform, no problem. As e-commerce converges, card-linking readily adapts to the latest in digital developments, creating seamless, relevant, and intuitive experiences for early adopters. You know, cause after you spring for the gold-plated one you're going to need those discounts. [Read more >](#)



MasterCard and ValueCommerce Partner in Japan



MasterCard

ValueCommerce, a Japanese affiliate marketing company has teamed up with MasterCard, a CardLinX member, to help advertisers provide rewards for international travelers making in-store purchases in Japan. ValueCommerce says the partnership will "allow advertisers to close the loop and reward customers for in-store transactions." The CEO of Pinpoint, which MasterCard purchased last year, describes the collaboration as "a pivotal moment for MasterCard's loyalty solutions in Japan."

CardLinX Comment: International interoperability! Given that travel is one of the biggest sectors in loyalty, global alliances will better engage world travelers and make the payments ecosystem a little bit smaller. [Read more >](#)